

MONTANA

MONTANA OFFICE OF TOURISM
LEADS FROM WORLD TRAVEL MARKET
November 2012

Experience Holidays
Jackie Appleton
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United Kingdom
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jackie@experienceholidays.co.uk

COMMENTS

WTM12: Met with Jackie. The US is very busy this year and for next year's bookings too. Helen's focus is to visit the US and to learn more about the region. Jackie talked about the 50+ Show in London which she would like to attend representing RMI and other US regions. Show is held at Olympia in July over 3 days. Her colleague Peter Ellis attended and said there was no US travel product represented there so this is a great opportunity. They would like a big stand, representing 3-4 US regions including RMI, with KBC staff attending. They would promote RMI fly drives for active travelers. They are looking to target this market. She does not know the cost but will work up costs and discuss with RMI-UK. Wants to create a specific marketing piece for this show, will track interest and bookings, include in their 16 page newsletter and on website. Other destinations who attended this show were Africa - upmarket South Africa and safaris, and niche cruise market in Australia/NZ. The only other travel company attending was Saga. Helen will attend Go West and Rita invited her to the WY dinner. States reviewed what's new, info about Jackson and Brush Creek Ranch. Discussed Roundup in Boise, might be possible to attend 2014 Roundup in MT. RMI-UK pls followup and evaluate proposal for 50 Show and followup re Roundup and Megafam. Looking for 3 star and above hotels, individual properties, B&B's ranches, cabins and family accommodation. Outfitters, wildlife tours and all those able to offer individual experiences. RU12: Jackie is doing a post fam that will include a visit to Lonesome Spur and quite possible Red Lodge. Her husband is coming next March for a conference and skiing in Big Sky. RU10: Mrs. Gill Kemp attended RMI Roundup in Great Falls. Need to check website for the latest. Is in need of itineraries does all specialized and especially in need of information in the Glacier National Park and Flathead areas. GW10: appt. with Helen; she is also joining us for lunch on 2/2. Helen did her own holiday to MT summer of 2009. Included Missoula, Triple Creek Ranch, the Bison Range, Whitefish, GNP, Helena, YNP and Jackson. Interested in RMI Roundup and March mission.

Steadipix Productions
Bianca Barker
United Kingdom
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COMMENTS

WTM12: Bianca stopped by our booth. She may be interested in covering our region in the future. RMI-UK please contact her to see what her needs and plans are.

America Travel Guide
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COMMENTS

WTM12: Jacqueline requested to meet at WTM. Met Jackie and Fenen Tewelde. Their best sellers are NY, CA, NV, AZ, and National Parks but our region is picking up very well. They are doing more promo on their website, send newsletter every 2 weeks, have new itineraries for our region combined with CO and UT. They include links on their website to the states, and for news and images. New itins include SLC to YNP but do not go straight back to SLC. More people know about our region - it is #4 with them. The states, Jackson presented what's new info. MT pls send electronic what's new sheet. Also creating more winter packages but do not want to be all about ski. May want new Real America Guides but will contact RMI-BEN about this.

Alberto Boeri
alberto.boeri@americansky.co.uk

COMMENTS

WTM12: Alberto requested to meet with Gary Schluter. Gary unable to meet with him due to timing. Gary will contact him after WTM.

THG The Holiday Group
John Bowden
john.bowden@thgholidays.co.uk

COMMENTS

WTM12: Met with John. He handles USA and Asia product. They started with US product in FL, CA, Vegas and NY. Last year they added the Deep South. They are looking for new destinations to feature online and new ski groups. Most clients are 3 or 4 star. They do fly drives, motorcoach tours with Greyhound. Have a current group going to Big Sky, MT. States gave overviews, materials given out. RMI-UK please send him electronic what's new sheets and one-sheets x 4 states.

Thomas Cook Signature
Colin Chapman
United Kingdom
<http://www.thomascook.com>
colin.chapman@thomascook.com

COMMENTS

WTM12: Colin requested to meet with Marlee at WTM to discuss West Yellowstone. Met with MT and RMHT to discuss West Yell lodging options for 2013. Discussed marketing proposal of direct mail piece for January 2013. Cost =£750. Distribution to 22,000 clients. Itinerary is Denver, RAP, Cody, West Yellowstone, Jackson (2 nts), SLC (2 nts), Grand Junction CO... Gary pls followup with additional info. RMI-UK pls followup with details of Colin's proposal.

Wexas International
Angie Columbo
United Kingdom
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COMMENTS

WTM12: Met with Sue and Angie. Sue is new to this job (6 weeks) but has 20 years experience with European destinations. Because she is so new, she is not familiar with our region's product and is not familiar with exactly what their company carries in our region. This is a travel club with 50,000 members. Many are age 50+ , empty nesters, high end, well travelled. Clients are interested in culture, cuisine, nature, soft adventure. Tailor made and experiential focus. They do weekly e-shots and destination updates. States, Brush Creek gave overviews. RMI-UK pls followup with updates, guides, image dvds, and any info needed.

North American Highways
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<http://www.northamericanhighways.co.uk>
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COMMENTS

WTM12: Met with Heather and Kerry. 100% tailor-made bookings. No prices in brochure. 300 clients per year. 4k client marketing database. Current direct mail shot includes "Rocky Mountain Roundup" with itineraries which take place in all four states. Sample itineraries in their brochure including our region: Black Hills and Big Horn Mountains - includes overnights in Billings, Deadwood, Custer State Park, Clearmont WY, Cody, Jackson, Yellowstone, Billings. Ice to Fire - includes overnights in Billings, Bozeman, Great Falls, Glacier, Seeley Lake, Butte, Yellowstone, Billings. RMI-UK pls update with what's new, send details about how to access images, forward Idaho scenic byways brochure, invite to Megafam, Roundup.

Ranch Rider
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COMMENTS

WTM12: Met with Tony who requested a general update from the states. RMHT gave a hotel update. Brush Creek Ranch gave info. Tony dropped the Fortune Ranch in SD and now only carries Crow Creek. He has self drives in SD, MT and WY. These are in their guide but also have self drives on the website. Their new brochure comes out in 2 weeks. They added New Haven Ranch near Hulett. Jackson pls provide contact info for Turpen Meadows. Discussed Heart Six Ranch situation. RMI-UK pls followup about results of spring e-newsletters about our states - Hayley to ask Siobhan about this. Proposal approved by states: Ranch Rider featured ranches from the 4 states in 3 e-newsletters sent to their client database of over 3,700. WY in Feb, MT in March, SD & ID in April. Resulting click-thrus and stats were sent to the states in July 2012 by RMI-US. Plan holidays that are great for families, couples and singles. Riders from novice to seasoned as well as the non-rider will enjoy our real ranch holidays. Also offer cattle/horse drives, pack-trips, bear watching, white-water rafting and other adventure trips along with self-drive sightseeing. RU12: Tony is doing a prefam across the states before Roundup in Buffalo. Visiting several ranches and staying in Helena. Has concerns about a certain ranch outside of Billings. Talked about the journalist he wishes to sponsor to region. Premier Horse and Rider magazine with circ of 38,000 very targed market, coming inJuly.

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United Kingdom
<http://www.usairtours.co.uk>

COMMENTS

WTM12: Met with Linda and Richard. They are the largest US trade specialist (95% trade sales). Work with big independent agents (7.5k agents), 50 people in their offices, 4 business development managers on the road. Send 30,000 pax to US each year. Do fly drives, national parks, motorhomes, Amtrak, all tailor made. Target market is a mix. They work with Bonotel, AlliedTPro, Hotelbeds, Tourico, RMHT. Will send their new brochure to print in 10 days. Their top 3 destinations (NY, Vegas, Orlando) are down, but their total sales are not down because they have pushed their Destination of the Month. Their proposal is for our region to be Destination of Month. This can include online training which they can create, special promos, posters, links to trade emails, connections to social media - facebook: USAirTours loves agents page. They send this to 7,500 travel agents, open rate is typically 23-26%. There is a second package which includes above plus mini brochure sent to agents with additional info and special offers. Both include tracking of opens, training participation and bookings. Price is same regardless of month featured. Jan and Feb are best times for bookings, Nov/Dec are good times. RMI-UK pls followup on details needed and evaluate proposal, request details of online training opportunities, supply images & videos of all states. WTM11: Met with Linda. Requested general information about all 4 states. Developing product in the RMI region. RMI-UK to arrange a followup meeting.

The Camping and Caravanning Club
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andy.dowdall@cfree.co.uk

COMMENTS

WTM12: Met with Andy. Their new brochure includes the US, individual travel. Sample itineraries are new this year. They have a 37 day tour covering WY, CO, corner of ID, UT, NV, starts and ends in Vegas. June had a great time on the Megafam and will do a presentation for their staff on her trip. Discussed Roundup and gave dates, he may go to Rendezvous instead. Discussed options for WY campgrounds, also Lusk and Jackson and SD campgrounds, and Buffalo Roundup (his tour is earlier in September than Roundup). SD pls send a link to the SD campground guide. Andy has been in touch with KBC and will ask Hayley to followup. WTM11: Met with Andy and Donna. Setting up new tour leaving Vegas Sept 6 to SLC to Bear Lake KOA to GTNP, YNP, Jackson, Cody, Hill City, Denver, etc 38 day tour. Doing a presentation at RV show on Feb 14-19 at the London Excel. Needs MT campground info around YNP. RU11: Andrew Dowdall attended Roundup in Rapid City. Has tour planned for 2012 that includes arriving into Denver, pick up Motorhomes and YNP will be the main focus. Needs sample itineraries and camping ideas. Has worked with Tracks and Trails, took images needs 50 maps. Is not a big fan of KOA, feels like they are too much like McDonalds.

Great Group Holidays
Tim Driscoll
United Kingdom
greatgroup.holidays@virgin.net

COMMENTS

WTM12: Tim stopped by our booth on Thursday when we were not present. He left his business card. RMI-UK pls contact him to followup.

WAYN
Nathan Easom
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COMMENTS

WTM12: Met with Nathan. He joined WAYN last year and manages North American business. This is the largest travel social network, more similar to Facebook, where people connect with each other by sharing their travel experiences, share hotel tips, etc. Have added interactive maps to website. Have over 20 million members in 200 countries. Not high end accommodations. Seeing major growth in SE Asia. Key markets are UK, Scandinavia. 2.1 m registered members in UK, rest of Europe 1.95 m. 892,000 in Australia. 3.5 million users in No America, 2.5 million in US. US is the #1 destination on this platform. Biggest segment is the 19% who are interested in adventure and activity travel. Of the users who have been to the US before, the UK is the biggest segment. 15% of users are interested in traveling to the US. Discussion about proposal for our region to participate as a destination, also opportunity for individual state presence. Example given of Ontario Canada promotion in the UK. Cost for destination is approx £25,000 per year. Can do many other things for less. Discussion whether this might be something the states want to do individually, not through RMI, in order to reach more markets. WAYN is discussing coop with Brand USA and is hoping to get info from them within a month. Nathan will build the team in the NY area and open the US office soon. WTM11: Met with Justin and Fifi. WAYN has 18 million registered users. 4-5 million registered in target market, average length of stay on website is 4 minutes/29 pages viewed on average. 1. Inspiration widget, 2. Sponsored newsfeed, 3. virtual freind - targeted marketing, 4 solis email e-letter, click through rate is 27%, 5 offer notification. No reviews, user builds on profile page. Similar to Travel Zoo. Will email all of us with proposal. RMI pls follow-up.

Just America
Mike Easton
United Kingdom
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enquiries@justamerica.co.uk

COMMENTS

WTM12: Mike cancelled his appt due to back injury. RMI-UK pls contact for an update on region and invite to Roundup, Megafam, training. Office is out of there home.

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1st floor, Sir Thyagaraya Road, Opp. to Globus
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India
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COMMENTS

WTM12: Muthu stopped by our booth. Would do groups or film projects. Four night packages or up to two months (for film projects). Gary/RMHT pls send info - wanted accommodation info - did not explain what they would be filming. Took MT brochures.

Independent Travel Experts / Liberty Holidays
Jennifer Grant
United Kingdom
www.independenttravelexperts.co.uk
jennifer.grant@independenttravelexperts.co.uk

COMMENTS

WTM12: Jennifer stopped by the booth. They are launching Liberty Holidays, a new company. They do North American holidays. Will launch the website in 2 weeks. Is one of 50 companies who are part of ITE. Focus on experiential travel, tailor made holidays. Offer motorcycle, RV tours, food and wine, horseback riding, etc. Are looking for off the beaten track destinations. Also interested in ranches - showed her the Brush Creek Ranch book. Act as a travel agent and work out of the home. Commission needed is 10-15%. Gave her RMHT business card and talked about all RMHT can help them with. Gave her the new Real America Guide, told her the RMI website had examples of itineraries and can also get from RMHT. She said she will contact Gary directly.

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COMMENTS

WTM12: Met with Richard. He does not use a receptive. He requested hotel leads for the tour he is setting up, aiming to put into place in 2013. Concern is how late in the season can get his tour into GNP, YNP. He'll meet with Brewster Transportation later at WTM. This motorcoach tour departs Calgary, goes to GNP, south to YNP area, back up through GNP then into Canada at Waterton and back to Calgary. States discussed routing with overnights in Kalispell, Bozeman or Butte, Jackson (Rustic Inn), lunch at Old Faithful, Gardiner or Livingston overnight, Great Falls, Calgary. MT pls send Gates of the Mountains info and lodging info for the overnights above. WTM11: Met with Richard. Roger Baker booked about 6 groups as a result of his fam this summer. Richard is setting up itinerary for new 10-11 night motorcoach tour which will start/end in Calgary. This includes overnights in Banff, to west side of GNP, to West Yellowstone or inside YNP, Mammoth or Gardiner, Jackson and Butte, Bozeman or Helena. Discussed various routes to Jackson and for return and sites in ID, MT and WY. MT please send dates of opening/closing for GNP. Discussed new BZN-NY flight. He is interested in developing spring/fall and some winter product. Discussed attending Roundup, then post fam, then doing a portion of the route of this new tour, then up to Rendezvous in Edmonton. RMI-UK please send Roundup dates.

Travelbag
Paul Hopkinson
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COMMENTS

WTM12: Met with Paul. Travelbag is direct for customers. Paul now promotes US diversity because Australia business is down due to exchange rate. They work closely with Trafalgar Tours in the UK and Alamo. In January 2013 they will put out a coffee table style book featuring unique hotels, top restaurants, but not including destinations like NY, New Orleans or Vegas. Discussion with states about diversity of our region including things like cultural tourism, active Americans, pioneers, paleontology, rodeos, ranches, etc. If would like to participate would ask for reciprocal arrangement - links, etc, no money. Discussed Roundup and Megafam. RMI-US pls send pdf/electronic version of Essentially America piece on the 4 states. RMI-UK pls send images of 4 states. and followup/evaluate proposal for inclusion in their upcoming book.

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COMMENTS

WTM12: Met with Heather and Kerry. 100% tailor-made bookings. No prices in brochure. 300 clients per year. 4k client marketing database. Current direct mail shot includes Rocky Mountain Roundup; with itineraries which take place in all four states. Sample itineraries in their brochure including our region: Black Hills and Big Horn Mountains - includes overnights in Billings, Deadwood, Custer State Park, Clearmont WY, Cody, Jackson, Yellowstone, Billings. Ice to Fire - includes overnights in Billings, Bozeman, Great Falls, Glacier, Seeley Lake, Butte, Yellowstone, Billings. RMI-UK pls update with what's new, send details about how to access images, forward Idaho scenic byways brochure, invite to Megafam, Roundup.

In the Saddle
Olwen Law
Reaside, Neen Savage
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United Kingdom
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olwen@inthesaddle.com

COMMENTS

WTM12: Met with Olwen. They are still featuring Fortune Ranch in SD. Bob is remarried and son is running the ranch. Follow up with MT too.

TUI Travel
Sarah Lax
United Kingdom
www.tuitravelplc.com

COMMENTS

WTM12: Appointment set up with Sarah but she was unable to make it. She was disappointed not to meet the states to discuss ranches in the region, as this is a new potential market for them. RMHT pls followup and send Sarah a list of ranches you work with in our region. RMI-UK will also followup.

Detours UK
Andrew Lucero
Paper Mill, Grounds Farm
Oxford Road, Adderbury
Oxfordshire OX17 3HQ
United Kingdom
andrew.lucero@btinternet.com

COMMENTS

WTM12: Met with Andrew. Discussed new UK rep and KBC. Curt (attended Megafam 2011) is no longer with the company, left for personal reasons. They have two new MT ranches on their website and Andrew will check out other ranches in MT. He requests info on ranches around Glacier and will need family friendly ranches (Triple Creek takes older kids only). Marlee suggested Triple J in Augusta, Pine Butte Guest Ranch, Choteau, Cheff Guest Ranch. MT please provide additional ranch info. There is lots of interest in the region but not many bookings. Has two tours into YNP which end in Billings - NATS and Bon Voyage sell one of these tours. RMI-UK followup is not needed at this time.

Yellowcat Ski and Surf
Olivera Mandic-Pavliceck
Croatia
www.zutimacak.hr
olivera@zutimacak.hr

COMMENTS

WTM12: Olivera stopped by the booth. She sends clients all over the world and knows Montana ski product. She says Croatian travelers are big on ski destinations. The states, Jackson gave her info on ski product in the region. Also wants some beginner ski product. Individual states should followup directly to her with additional info.

Scott Dunn
Jules Maury
116 Putney Bridge Road
London
United Kingdom
www.scottdunn.com
mark.beken@scottdunn.com

COMMENTS

WTM12: Met with Jules. Sells luxury high end holidays to top spending customers. They need our help with sourcing the right high end properties, particularly ranches in all four states. They are looking for very upscale, money no option, excellent service style properties (these are people that have no qualms about spending \$50,000 on a week's vacation) or those that offer good luxury for families. <http://www.scottdunn.com/luxuryholidays/americas/north-america/united-states-ofamerica/the-rockies> All four states pls send to KBC suggestions, info and access to images. Lisa and Hayley will train them in the next few weeks on the area in time for their peak booking months of January, February & March.

KBC Green/Green Case Consulting
Rachel McCaffrey
<http://www.greencaseconsulting.com>
rachel@greencaseconsulting.com

COMMENTS

WTM12: Met with Rachel. This company was hired by KBCPR & Marketing as a consultant. They promote green activities. This is due to growing demand in the UK for this type of focus on travel and the growing trend in UK for experiential holidays and low impact travel. Rachel previously worked for Virgin. Examples of what they are looking for: meals using local ingredients, local heritage, supporting local traditions, farm to table, family run restaurants, farmers markets and local projects. She requested bullet points from each state of themes - requested around ten bullet points in priority order. The states explained the focus in our region is naturally toward being green due to the practices, history and heritage of the region. RMI-US will follow up and gather bullet points from the states/key responsible aspects.

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COMMENTS

WTM12: Met with Mandy. Gary and the states helped with their recent brochure covering our region. That brochure comes out this Friday (Nov 9). Includes GNP and Whitefish. Paul did an e-blast resulting from Megafam, included a lot of information for Montana. Their clients do not like big hotel chains. She requested staff training - RMI-UK pls followup. Staff requires more in-depth knowledge of our region. Mandy is hoping to send someone or herself to the Thursday training. RMI-UK pls send images of the states. States, Jackson reviewed what's new. 65% of their business are repeaters. 10% agency sales / 90% direct. They just started social media. Discussed Roundup and Megafam - RMI-UK pls send dates and details, arrange training session.

Walk Magazine, The River Group
Harry Michael
United Kingdom
www.walkmag.co.uk
hmichael@therivergroup.co.uk

COMMENTS

WTM12: Harry contacted RMI about a meeting at WTM. No show for appointment. Background on this publication: walk is the official member magazine for the Ramblers association. · The UK's highest circulating title for active walkers and outdoor enthusiasts. · Circulation: 96,134 (ABC Jan-Dec11) · Circulation is 2.5 times that of our closest competitor · 71% of readers take up to 4 walking holidays each year. · 63% aged 45+ · 61% ABC – cash and time rich. Affluent frequent travellers. · www.walkmag.co.uk is the official website and has 42,809 page views a month.

Bon Voyage
Karen Niven
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COMMENTS

WTM12: Met with Karen. Their Halloween newsletter went well. She plans to use some of the additional info the states provided in future newsletters. She is working with Detours; Andrew has some new itineraries. Two or 3 of his itins cover our region. He focuses on 12-15 people smaller groups so cover the cultural aspects well. Reviewed what's new with states. Virginia City was on UK tv this past week - RMI-UK please find this coverage. Karen will continue to work with Marlee on a MT itinerary. They added four more staff. RMI-UK pls send one box of RAGs. GW12: M request GW12: Met with Karen Niven. Many are requesting itineraries that combine YNP and GNP, asked about the Bitterroot area. Discussed lodging, activities, attractions; wants B&B's and needs info on those in the Bitterroot and in Lewistown. Needs info by the end of the month, may call the tour "The Backroads of Montana". Training2011: Four states traveled to Bon Voyage on Thursday after WTM for staff training. Trained 10 ppl in 2 sessions, including overview video, what's new, routes and top 5 things in each state. Karen showed Tauck brochure showcasing winter in YNP in 2012 and there has been much interest. Also has new booklet created for each client with customized info about their trip, highlights, notes, images. Says it's a bit expensive to produce but clients seem to like it since it has been made just for them.

Western & Oriental, Ranch America
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<http://www.Ranchamerica.co.uk>; www.skidream.com
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COMMENTS

WTM12: Appointment with David Pointer. 35,000 client database which includes W&O, Regent Holidays and Rainbow Tours - all good, well known travel brands in the UK. A/B demographic. Building a new top end ranch product to launch their new USA product. Focus on self drive. RMI-UK pls send self drive ideas and details of top end ranches in the region. Western & Oriental Travel is a privately owned tour operator specialising in bespoke luxury holidays to a number of worldwide destinations, including Family European holidays, Beaches and Retreats in the Caribbean, Indian Ocean and Far East as well as experiential holidays to Africa and Latin America. We also feature a ranch holidays program and are about to launch a brand new luxury USA program. 2012 product on website includes Lonesome Spur, Rocking Z Ranch, Triple J Wilderness Ranch, Triple Creek, Lone Mountain Ranch, The Ranch at Rock Creek. GW12: M Request Starting fly drives/self drives. Delphine doing the ranch reservations. Can build ranches self drives.

AmeriCan Worldwide Travel
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COMMENTS

WTM12: Met with Sarah and John. Four itineraries are in their new brochure, including a 2 page intro of each of the RMI states. Brochure is online. Want to add MT and ID into their Canadian program. They direct sell, and sell to the trade as well in the last couple of years. America's Last Best Places itin is booked as is, most clients do not change it. Reviewed What's New sheets for each state. Will send a rep to the training on Thursday. They do not need anything from the states at the moment. Tours in their brochure including our region: America's Last Best Places - includes the following overnights: Denver, Cheyenne, Rapid City (2nts), Buffalo, Billings, Yellowstone (2 nts), Jackson (2 nts), Rock Springs, Laramie, Denver. Best of the West National Parks - includes overnights in Denver, Rapid City (2 nts), Buffalo, Bozeman (2 nts), Glacier (2 nts), Missoula, Salmon, Yellowstone (2 nts), Jackson (2 nts), Rawlins, Denver. Gems of the American West - includes overnights in Denver, Lusk, Rapid City (2 nts), Sheridan, Cody (2 nts), Yellowstone (2 nts), Jackson (2 nts), SLC... WTM11: Met with Sarah and John Miles. She likes the new 4 state map and needs some. She's added 2 new tours with different routes i our region. 70% of one is in MT with in/out via Calgary. AWWT works through RMHT. Added 2 new tours with longer variation including Moab and UT parks another includes Northern ID, MT and British Columbia. Plans to put Harley tours on website for 2012. RU11: Sarah Punter attended the Roundup in Rapid City. Needs images from Martin, this is her first time to a Roundup. UKMISS10: Met with Sarah, and Sarah attended tour operator dinner. Their company and new owner situation is going well. Sarah did not bring a draft of mini brochure of RMI region as not ready yet. Discussed Megafam and Roundup 2011. Sarah wold like to attend either one. Discussed Destinations Show in London and AWWT would like to partner for booth space for 2011. RMI-UK please followup with What's New sheets and ranch sheets for each state. WTM09: Met with Sarah. Reported that integration with new owners who have moved into the same building had gone well. AWWT had moved onto a new floor following renovation works and so requested a new supply of all major relevant literature. Sarah reported that forward bookings were looking healthy.

America As You Like It
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COMMENTS

WTM12: Met with Maggi and Cath. States, Jackson updated what's new. Have done some Rapid City side itineraries as well as in main program. Discussed recent Charles Jardine fam proposal. They were unhappy no assistance from MT and ID, states explained more info was needed about locations of overnights and details. Lisa pls followup with contact to smooth over fam situation. America As You Like It specialises in tailor-made holidays across the USA, including fly-drives, city breaks, rail journeys and motorhome and motorbike rental. We feature a range of destinations, including the West and feature holidays throughout the region. We offer a range of accommodation from hotels, inns, bed and breakfasts and boutique properties, as well as self-catering. We are interested in new destinations and properties, and any unique activities or events. We produce a brochure and have a website featuring our holidays and advertise in the national press in the UK. GW12: M request Did brochure again this year but has other offerings online. The 7 night minimum at guest ranches continues to be an issue. Have numerous hotels listed in Montana. Had a Journalist from the Times out last summer in the Billings area.

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COMMENTS

WTM12: Johan stopped by the booth and requested for Barbara to contact him regarding the possibility of him sending staff on the 2013 Megafam to WY & SD. Mentioned he has a tour starting in Denver (Little America overnight), Riverton, Jackson, YNP (2 nts), Cody, Ucross, Deadwood, Rapid City, Mitchell, MSP (2 nts). Barbara pls follow up. ITB12: Met with Johan. Is bring a tour group in September 2012. Came to our states on a fam in September 2012. ITB11: Met with Johan. Group tour operator. Working with Gary. Did an escorted tour a few years ago out of MSP with Ticket Privatresor. Would like to do something similiar with this company. Will sell to a newspaper or magazine. Looking for National Parks, Native American culture, nature, Western culture. Fly into MSP or Chicago, fly out of SLC. One option start in Denver, Cheyenne, Wind River, Jackson, W Yellowstone, Bozeman, Billings, LBBNM, Devils Tower, Black Hills, Keystone and Deadwood, Lower Brule, CHamberlain, DeSmet, MSP.

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COMMENTS

WTM12: Met with Zuber and Peter. 90 clients to region (Jackson) in 2012, 110 booked for 2013. Target early bookings. Canada sells well for them due to 2 for 1 lift passes. US sells only to high end market in UK as taxes are high. RMI-UK pls forward info about other ski resorts in the region. Keep in contact with and invite to Megafam and Roundup. TRIP2009

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COMMENTS

WTM12: Met with Nigel and Chris. They are re-printing their brochure next week and Goosewing Ranch will be on the front cover. 7,500 to be printed. They have reviewed all their ranches in our region. Pls send YNP guides and posters for their trailer (RMI-UK pls followup on the number needed). Discussed concerns about UXU Ranch, also Lazy L&B, Cara Creek, Double Spear, Mountain Sky Guest Ranch (commissions). Discussed Roundup. States gave what's new sheets and one sheets. RMI-UK please send 100 SD Motorcycle guides and electronic motorcycle one sheet, ask how many YNP brochures needed. Discussed proposal for contribution by states for their upcoming shows. RMI states have not contributed in a couple years and this was noticed. Proposal given to RMI-US and Kim explained this would have to be part of the Annual proposals presented in April. Nigel was fine with that and appreciates the states' help. Looking for ranches and add-ons. RV rental is also available from Denver and Salt Lake or Calgary. 2012 Online has Triple Creek and Lone Mountain. Nine Quarter Circle, Triple J Ranch, 63 Guest Ranch, Bar W Ranch, Beartooth River Ranch, Blacktail Ranch, Lonesome Spur Ranch, Rocking Z Ranch, Sweetgrass Ranch. Double Spear. RU12: Wants another image for cover shot, this is the brochure they give out as part of their road show. The image is also on the website. Asked about a certain ranch outside of Billings and issues they and other operators are having.

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COMMENTS

WTM12: Met with Louise. Iain is still PM. Louise is new to the company. They have two brands both focus on small group adventure travel, maximum group size of 13 pax, tour leader is driver. Brands are: Trek America (camping focus, for 18-24 yr olds, cross country trips, avg age is 21, budget minded) and Grand America Adventure (moderate priced, aimed at ages 30-60, more hotel based itineraries, more comfortable lodging, 3 star/some 4 star). 4,500 pax nights combined both brands. Have 12 tours in our region. New trip this year is Yellowstone, Ranches and Tetons. Discussed possible proposal for direct mail campaign to 100,000 in database, with website exposure, cost is £2,500. RMI-UK pls get details and evaluate proposal. RMI-UK pls send MT and SD images and links to images. Rita suggested starting in Denver for some tours and suggested they talk to Jayne Buck in the CO booth. PW12: The youth program is ages 22-26, max group size is 13. The walking trips are age 40-60 and fully accommodated. New to North America product, went over state education, gave materials. Is sending marketing proposal. WTM11: Met with Richard. Showed new brochure with Wyoming product resulting from PowWow meeting. RMI-UK supplied images. PW10: Exhibitor request with Richard Hanson. Richard informed us they are consolidating to 10 markets. Needing to do better training in office and working on content for website. They are doing more with social pages and beginning a network through their company where people can communicate before and after a tour and then connect to facebook. They had 1500 Pax to MT last year with 5000 to Wyoming and 1000 to SD.

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COMMENTS

WTM12: Met with Maggi and Cath. States, Jackson updated what's new. Have done some Rapid City side itineraries as well as in main program. Discussed recent Charles Jardine fam proposal. They were unhappy no assistance from MT and ID, states explained more info was needed about locations of overnights and details. Lisa pls followup with contact to smooth over fam situation.

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COMMENTS

Has been with Trailfinders for 5 years and looked after the Canadian program until Spring 2012 when she moved into this position. Their new brochure was just finished. Trailfinders does tailor made travel, cruise, escorted tours with Collette and Tauck but their bread and butter is tailormade. YNP is by far their biggest seller. Yellowstone and the Wild West tour is a very popular self drive tour. Last year introduced Glaciers to Geysers tour. Use Teton Mountain Lodge, Snowlodge, Lake Hotel and many others. The YNP program is well established - had 700 room nights in YNP this year, 400 room nights in Jackson, 180 in Rapid City, 100 in Kalispell area, the rest are developing. Removed Many Glacier due to having just one booking last year from 25 inquiries, use Kalispell Holiday Inn Express instead. She asked states for suggestions of areas for growth: Coeur d'Alene as start of trip, use Idaho side of Tetons, move south through Idaho to cover native Americans, jet boat tour in Hells Canyon. Reviewed Black Hills attractions, Jackson, Brush Creek Ranch. Discussed Roundup 2013 in Boise but may not be a good time for product mngers, what's new, Django movie, flights. They use Denver into our region or SLC into CO and into our region. They try to stick to 2 week itineraries otherwise it is overwhelming for their clients. Carolyn not going to Go West, possibly her colleague Tom will go. Megafam - hard to let someone out of the office for that long. Will start review for new 2014 brochure in April 2013. Montana please email GNP road closure info to Carolyn. They work with Tourmappers, ATI and RMHT. RMHT will send info. RMI-UK pls followup if needed, invite to Roundup. The U.K.'s largest independent worldwide agency specializing in long-haul, tailormade holidays for the independent leisure traveller; more than 1 million people arrange their travels with our assistance. Trailfinders is a direct sell retailer offering accommodation, flights, car hire, escorted tours, cruises, attraction tickets & rail journeys. We publish an award-winning, annual tailor made brochure offering the widest range of North America ground products in the UK market. PW12: have 25 travel centers and only direct sell, have nonbookable website. Thru ATI feature GNP, have problems with park accomm., also have YNP. Day 1 and 2 Seattle - Winthrop - Coeur d'Alene, three days in GNP area, Missoula - YNP - Teton - two days in Salt Lake.

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COMMENTS

WTM12: Lindsay missed his appointment and stopped by our booth later, several times. However, the states were booked and in meetings so could not break away. Lindsay said two articles about SD will come out in December or January. He will send copies to RMI-US. RMI-UK pls followup with Lindsay about results of his recent fam and anything needed for possible future fam to Idaho. WTM11: Met with Lindsay. Inquiring about the possibility of a press trip to WY including destinations relevant to Thomas Moran. RMI-UK follow-up.

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COMMENTS

WTM12: Met with Duncan. They do no business to our region but send tours to Boston, NY and Washington DC. Had a group this year into Denver and have gone into Park City UT, SLC ski areas and Tahoe ski areas. All are student tours. Have ski product and educational product. Two brands: Ski Bound (learn to ski or all ski levels, ages 14-17) and Travel Bound (focus on historical, political, geographical, architectural). Travel Bound avg group size is 30-40 pax but can be 20 to 100 pax. 10:1 chaperone. Quad occupancy. Need to sell parents to have kids participate so educational and interactive element is important, value is important as well. They prefer two flights to get to their destination, then stay in that immediate area. The states pitched several ideas including Black Hills, Jackson, MT ski product as well as summer product. MT pls send itineraries and Nat Geo article from 2011. Gary/RMHT please offer assistance. RMI-UK please followup with Duncan to make sure he receives the info he needs.

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COMMENTS

WTM12: Met with Richard. Recently combined brands into one brochure. Offer tailormade & fly drive holidays for active 55-75 yr olds who are looking for an experience. 2,000 clients in 2011. Use Tauck on a limited basis. Interested in experiential resorts and properties. Details given about the states and gateways and park fees for YNP. RMI-UK pls send overview of region, send MT CD, invite to Megafam and Roundup.